



AUGUST 7-12, 2012

2011 SASKATOON EX ATTENDANCE

216, 856



EXHIBITOR & CONCESSIONAIRE APPLICATION FORM



Show Dates & Times

The Saskatoon EX will operate 6 days - August 7-12, 2012.

Indoor Display & Exhibits

Building Hours:

Tuesday, August 7 3:00 p.m. - 11:00 p.m.
Wednesday, August 8 - Sunday, August 12, 2012 12:00 noon - 11:00 p.m.

Move-In/Move-Out Times:

Sunday, August 5 11:00 a.m. - 6:00 p.m. *by appointment only
Monday, August 6 8:00 a.m. - 6:00 p.m.
Tuesday, August 7 8:00 a.m. - 2:00 p.m.

Aisle carpet will be laid starting at 6:00 p.m. August 6. Exhibitors may work within their booths after 6:00 p.m. and must be ready for operation on Tuesday, August 7 at 3:00 p.m. Any display material moved in on Tuesday must be carried through walk-in doors only; the overhead doors will not be available for use.

No indoor exhibit or concession shall be dismantled in any way prior to the closing time of 11:00 p.m. Sunday, August 12. Move out must be complete by 5:00 p.m. Monday, August 13. **Vehicles will not be allowed in the building during move-in or move-out.**

Outdoor Exhibit & Concessions

Tuesday, August 7 3:00 p.m. - Midnight
Wednesday, August 8 - Sunday, August 12, 2012 12:00 noon - Midnight
*these hours are minimum hours of operation for outdoors

Move-In/Move-Out Times:

All outdoor exhibits and concessions MUST be ready for operation by 3:00 p.m. Tuesday, August 7, 2012. No exhibit or concession is to be closed prior to the authorized daily closing time or dismantled prior to Midnight, Sunday, August 12. All outdoor exhibits and concessions must be removed from Prairieland Park by 5:00 p.m. Wednesday, August 15.

Services Provided

1. Security - 24 hour guard from 4:00 p.m. Sunday, August 5 to 5:00 p.m. Monday, August 13. On grounds roving security from 4:00 p.m. Wednesday, August 1 to 8:00 a.m. Tuesday August 14.
2. Forklift for set-up and take-down will be provided on an "as available" basis.
3. Electrical - one duplex 10 volt outlet per indoor space is provided.
4. Drapery provided for indoor space - 8 ft. high backs, 4 ft. high sides. Tables, chairs and other exhibit aid are not provided. Exhibit aids can be ordered through Handy Special Events. Order forms will be provided upon acceptance.
5. Door dimensions - Hall D: 2 - 12' X 14', Hall E: 20' x 20'.
6. Awards: Prairieland Park will present Exhibitor Employee Courtesy Awards daily.
7. Exhibitor/Concessionaire admissions may be purchased from Prairieland Park's Accounting Department

* To order telephone line contact SaskTel directly at 306-310-4287; out of province call 1-800-727-5835.

Important Notice

1. Please read the conditions of your license agreement.
2. Insurance requirements, as outlined in #12 of the General Rules and Regulations, must be obtained through your service agent.
3. Please be aware of the admission policy during the Saskatoon Exhibition and inform your staff and colleagues before signing the application for space.
4. Cancellations received by June 15, 2012 will be refunded, less a \$50.00 administrative fee. No refunds will be paid on later cancellations or no shows. Prairieland Park reserves the right to reject or cancel any or all orders or confirmations and refund rental fees paid.

2012 Saskatoon EX

Join the fun! The Saskatoon EX is Saskatchewan's biggest summer event featuring live entertainment, shopping, thrilling rides and delicious food. During the 6-days of the EX, hundreds of thousands of people come through the gates to play, eat, drink and shop. In 2011 this event attracted a record attendance of 216,856 people. Indoor exhibits will be located in Hall D. Hall E, which is directly adjoined to Hall D will feature family entertainment and feature displays. The dividing walls between Halls D & E will be partially open so there will be 110,000 sq ft all attached under one roof. With this layout, the commercial exhibits and featured exhibits in Hall E, will complement each other and bring increased traffic to both venues.

The EX is the perfect place to expand your customer base. Meet potential customers, sell merchandise, introduce and demonstrate new products, generate sales, develop brand name recognition, elicit media attention, and distribute information and samples to thousands of customers at the fair. The EX attracts your target audience by strategically promoting the fair in radio, TV, print, internet and social media to create a fully integrated marketing campaign. It's the ideal sales environment where consumers can touch, see, compare and buy your products and services.

Application Details

There are approximately 240 indoor spaces and 50 outdoor spaces available. If your application is accepted, you will be able to exhibit or vend only the products approved on your application by Prairieland Park. Please read the enclosed information thoroughly. When applying for space at the Saskatoon EX, provide generous information on the products you wish to sell or exhibit. The selection committee will base its decision on the information you provide.

If applying for a food concession, please include a complete detailed menu and exact space requirements for your concession, including awnings, seating, etc. Submit a photograph or artist's rendering of the exhibit booth or stand. Concessionaires must provide their own booth and all equipment and products necessary to operate the concession. Food booths must comply with all local health and fire regulations.

***Food Concessionaires:** Please read the enclosed 'Guidelines for Special Event Temporary Facilities, Concessions & Rides' provided to us by Saskatoon Fire & Protective Services. They have informed us that these guidelines will be enforced. For any further information, please contact Saskatoon Fire & Protective Services directly.

Additional Information

The SaskPower \$25.00 electrical inspection fee (for every concession location and trade show booth that is using any amount of power) will be in effect again this year. Prairieland Park will collect the fee and remit it on your behalf. Prairieland Park is also collecting a levy on behalf of the Canadian Association of Fairs and Exhibitions (CAFE). Please see the enclosed information regarding CAFE, the purpose of the levy, and membership information.

Please be aware of the exhibitor/concessionaire admission policy. One complimentary weekly admission pass and one weekly parking pass are included with each booth. The remainder of the passes required can be purchased at a substantial reduction.

Daily Drop Admission	\$ 5.00 plus G.S.T. (\$5.25)
Daily Vehicle Admission	\$ 3.00 plus G.S.T. (\$3.15)

Please make all staff and colleagues aware of the above admission policy. Please note that CAFE members receive a 10% discount on all exhibitor admissions purchased.

Prairieland Park accepts Visa, Mastercard and American Express for your convenience.

Return Application Forms to:

Saskatoon Prairieland Park Corporation
P.O. Box 6010
Saskatoon, SK S7K 4E4
Telephone: 306-931-7149
Toll Free: 1-888-931-9333
Fax: 306-931-7886

Shelley Wing, Exhibit Administrator
swing@saskatoonex.com
Lori Cates, Manager - Agriculture
lcates@saskatoonex.com

Application Deadline: Wednesday, April 4, 2012



AUGUST 7-12, 2012



Saskatoon Prairieland Park Corporation is a world-class destination for major programs, events, and entertainment. Prairieland Park produces, hosts, and facilitates extraordinary events through superior, first-rate customer service. Please help us maintain the integrity of our brand by always referring to the fair as the Saskatoon EX at Prairieland Park. Individual buildings can be further designated, if required, as Hall A, B, C, D or E.

If you require use of our logo we request that you contact Erin Lawson - elawson@saskatoonex.com or 683-8812 for logo files and information regarding the correct use of our logo.

For more information about Prairieland Park, visit www.saskatoonex.com

Thank you to Prairieland Park's Corporate Partners:

